

Figure 1

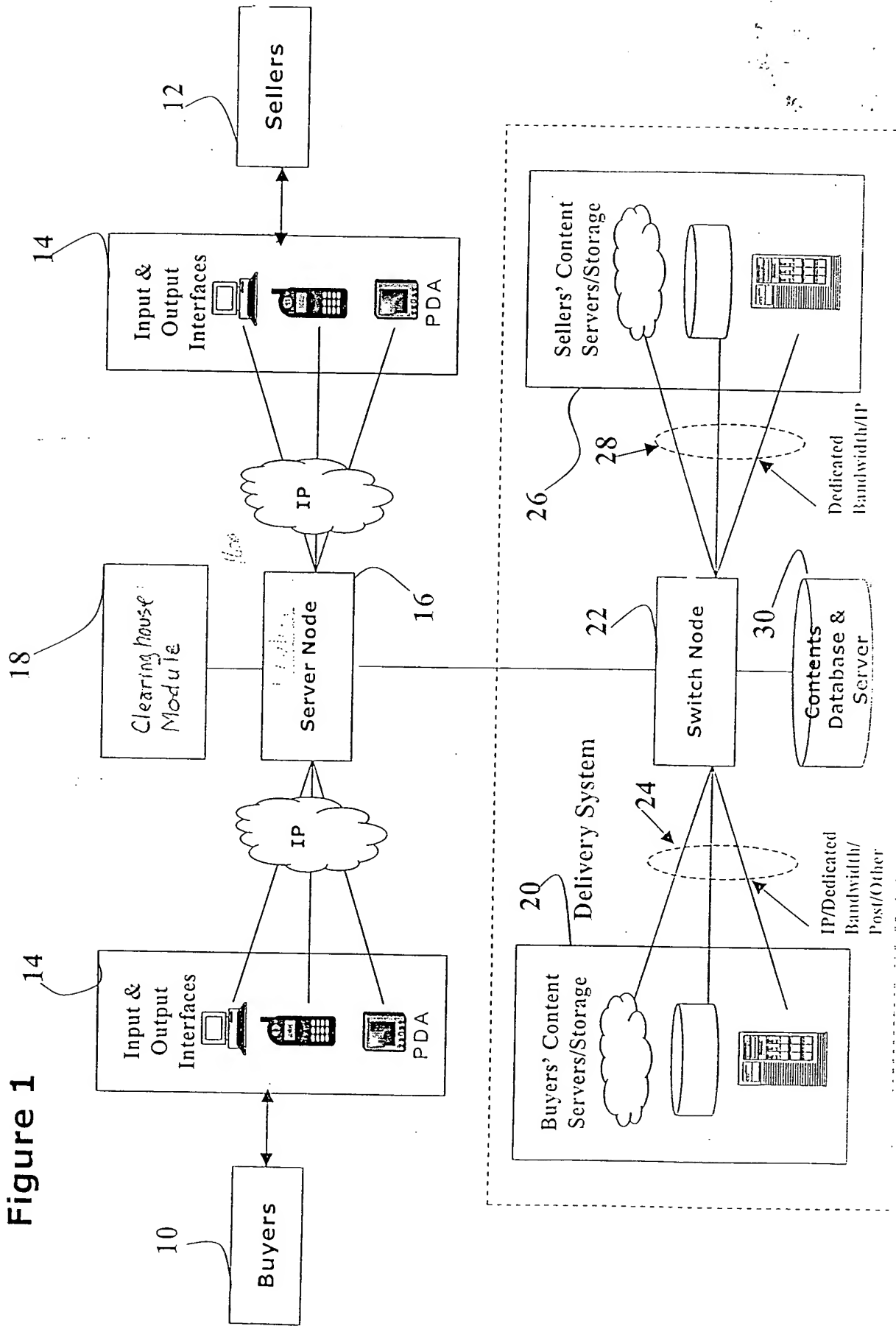


Fig. 2

**AdMediate Trading Screen**

Trading Side: ☐ Buy ☒ 30 second

Medium Type: ☐ Broadcast TV Spot ☒

Broadcast Market: ☐ National ☒

Week of: ☐ Monday, 9/4/2001 ☒

GRPs:

GPM:

Search Key (Optional):

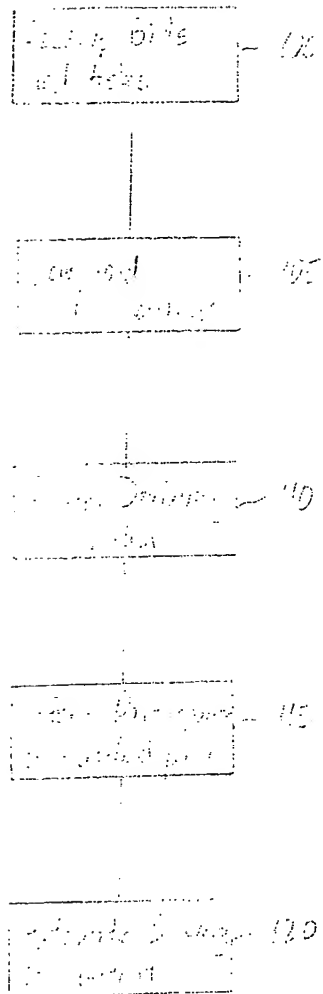
III Program Category: ☐ Finance ☒

III Target Demographic: ☐ Men ☒ 35-54

Time of Day: ☐ Morning (6AM-12PM) ☒

Ratings: ☐ 5% - 10% ☒

Submit



79.3

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